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## “Virtual GiftCard” Market Proposal Meeting Agenda

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Date: Tuesday, April 20, 1999  
Time: 8:30 a.m. – 5:00 p.m.  
Location: Green Island Country Club – Jordan Room

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|--|---|
| 8:30 – 9:00<br>Shere Andersen<br>Vickie Kruger | Introductions and brief overview of market proposal   |
| 9:00 – 9:15<br>Sandy Andrews                   | Brain Teasing exercise  |
| 9:15 – 10:30                                   | Market Position<br>Is there a market for this product?<br>Who is our customer?<br>What is the competition?<br>Revenue potential?<br>Investment package?   |
| 10:30 – 11:45                                  | Internet Infrastructure with Virtual Magic<br>What is software used for web page and e-commerce?<br>Who will maintain the system?<br>What security/safety system is in place (firewall)?<br>What virus software is used?<br>Who and how is web page traffic analyzed?<br>Is back-up/recovery system in place?<br>Does Virtual Magic have documentation standards?<br>Discuss Programming standards. |
| 11:45 – 12:00<br>Sandy Andrews                 | Recap action items  |
| 12:00 – 1:00                                   | Lunch (buffet in Terrace Dining Room)   |
| 1:00 – 1:15                                    | “Out of the Box” thinking exercise  |

EXHIBIT 1

1:15 - 2:45

Product Offering

What does the product look like?  
How do we fulfill?  
Do we utilize variable printing?  
Can paper debit cards work?

2:45 - 3:00

Seventh Inning Stretch

3:00 - 4:15

Card Partners

Who are our Debit Card partners?  
How do we sale the concept?  
What is in it for the partner?  
Finders fee/commission

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4:15 - 5:00

Partnership Alliance

Partnership/Team selling